

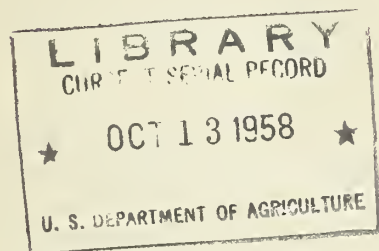
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CONSUMER PURCHASES OF Selected Fruits and Juices

MAY 1958



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UNITED STATES DEPARTMENT OF AGRICULTURE

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Agricultural Marketing Service

WASHINGTON 25,D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

July 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
MAY 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for :
: single months are for 4-week periods (28 days) to permit compari- :
: sons between periods of equal length. :

SUMMARY

United States household consumers purchased 7 percent less juices and ades in a 28-day period in May 1958 than in the corresponding period of 1957. ^{1/} On an equivalent single-strength basis, the total volume of purchases was down 1.4 million cases. ^{2/} The decline reflected a 38-percent drop in buying of frozen concentrated orange juice from the record high purchases of May 1957.

This alone was enough to offset substantial increases in purchases of the other frozen concentrated juices, single-strength orange and other juices not individually reported, as well as moderate gains in buying of chilled orange juice, shelf-pack orangeade, and frozen concentrated lemonade. Purchases of canned grapefruit juice and tomato juice dropped 16 and 7 percent, respectively. Slight declines were reported also for prune juice and single-strength orangeade.

Prices paid for frozen concentrated orange juice were up 61 percent from the near record low of May 1957. Prices paid for other juices and the ades advanced by lesser amounts from a year earlier, with the exception of a 9-percent decline in the amount paid for frozen concentrated lemonade.

A 4-ounce serving of canned single-strength orange juice cost consumers 2.9 cents in May 1958, slightly more than a year before; and chilled orange juice, at 5.1 cents, was up 0.7 cent. A serving prepared from frozen orange concentrate cost 3.8 cents, and one from fresh Florida oranges, 5.5 cents, an average increase of 1.6 cents over May 1957. In contrast, a serving of lemonade made from the frozen concentrate at 1.4 cents was 0.2 cent less than a year earlier.

Fresh lemons were purchased in about the same quantity as a year earlier, but at a somewhat higher price. Purchases of fresh grapefruit and oranges, however, were down 30 and 38 percent, respectively, from May 1957, while prices paid were up nearly 30 percent.

Frozen concentrated juices, chilled juice, and ades: Household purchases of frozen concentrated orange juice in 28 days in May 1958 were down 38 percent from the record high purchases of the corresponding period in May 1957, and 26 percent from the 1956-57 season average (4-week periods, October 1956-September 1957). Season-to-date purchases (October 1957-May 1958) were about 7 percent below the corresponding period the year before (table 1, fig. 1).

^{1/} All data in this report are for 28-day periods to facilitate comparisons.

^{2/} Cases are reported in terms of 24 No. 2's unless otherwise stated.

About 24 percent of the Nation's families bought frozen concentrated orange juice during May 1958, averaging 6.9 (6-ounce) cans per family. A year earlier, the 31 percent of families purchasing bought an average of 8.9 cans. Families buying frozen orange concentrate in May 1958, however, made a purchase about every 12 days, a somewhat more frequent rate than in May 1957.

Prices paid for frozen orange concentrate in May 1958 averaged 22.5 cents per 6-ounce can, up 8.5 cents from May 1957 and the highest reported since September 1950. The average family buying spent about 94 cents for the product in the 28-day period, 19 cents more than a year earlier. Because of fewer families buying, however, total consumer expenditures for the period remained at about the May 1957 level.

Purchases of frozen concentrated juices other than orange and grapefruit were up 33 percent from May 1957, and season-to-date purchases were 43 percent ahead of the same period a year earlier. Consumers paid an average of 19.3 cents for a 6-ounce can of "other" frozen concentrated juice, 1.2 cents more than in May 1957 (tables 1 and 5).

Householders purchased 2.1 million gallons of chilled orange juice in May 1958, at a price of 40.9 cents per quart, with about 4 percent of U. S. families buying. Household purchases were up 8 percent from a year earlier and prices paid were up 5.7 cents per quart. There was a relatively large increase in the proportion of families buying the product. Purchases per buying family, however, at 3.9 quarts, were down about 12 percent, with families buying less frequently and in smaller quantity. Season-to-date purchases of chilled orange juice were up about a fourth from the corresponding 1956-57 period (tables 1 and 6).

Home purchases of canned single-strength orangeade in the 4 weeks were down moderately from the corresponding period in May 1957, reflecting a decline in the proportion of families buying. The average purchase for buying families, however, was 9 percent larger than a year earlier. Season-to-date purchases of orangeade ran about 4 percent ahead of the level of the corresponding 1956-57 period. Prices paid for canned orangeade in May 1958 averaged 27.4 cents per 46-ounce can, an advance of 0.6 cent from the preceding May (table 2, fig. 2).

Consumer purchases of shelf-pack orangeade in May 1958, though relatively small, were at the highest level reported in about 2 years. A higher proportion of families buying, and larger and more frequent purchases on the part of these families were associated with the gain. Prices paid in May for shelf-pack orangeade averaged 17.7 cents per 6-ounce can, 0.6 cent more than a year earlier (table 1).

Purchases of frozen concentrated lemonade in May 1958 were at a record level for the month, and were 10 percent greater than in the preceding May; season-to-date purchases were up 12 percent from the same months in 1956-57. The gain in volume over May 1957 was associated with an increase in the proportion of families buying, along with a larger average size of purchase. May 1958 consumer prices for frozen concentrated lemonade at 10.8 cents per 6-ounce can, were 1.1 cents below the previous May, and were the lowest reported in this series (table 1, fig.2)

Canned juices and fruit: The upward trend in household buying of single-strength juices was continued into May 1958, with purchases up 1 million cases or 12 percent from the corresponding 4 weeks a year earlier. Cumulative purchases for the season (October 1957-May 1958) were about 13 percent ahead of the like 1956-57 period. About half of the Nation's families purchased at least one single-strength juice during the month, with the average buying family purchasing about $3\frac{1}{4}$ (46-ounce) cans. There was a gain of 3 percentage points in the proportion of families buying and a moderate increase in the average buying family purchase. Prices paid for canned single-strength juice averaged 13.9 cents per No. 2 can, 0.4 cent more than in May a year earlier (tables 2 and 8).

Home purchases of canned single-strength orange juice were up 60 percent or a half million cases from May 1957, and season-to-date purchases were about 52 percent greater than in the comparable period a year earlier. The average buying family purchased 2.5 (46-ounce) cans of single-strength orange juice in the 28 days, with 11 percent of U. S. families buying the product. This was a gain of 3 percentage points over May 1957 in the proportion of families buying, and 19 percent in the average purchase per buying family. Prices paid for canned orange juice averaged 33.4 cents per can, up 0.7 cent from May 1957 (table 2, fig. 3).

Purchases of canned single-strength grapefruit juice for home use in May 1958 were down 16 percent from the previous May. The decline was associated with fewer families buying and with less frequent and smaller purchases per buying family. Season-to-date purchases, however, remained at about the level of the corresponding 1956-57 period. Prices paid for canned grapefruit juice averaged 30.4 cents per 46-ounce can in May, 3 cents more than in May 1957 and the highest paid since October 1950 (table 2, fig. 3).

Purchases of canned single-strength lemon juice were up 8 percent in May 1958 from the same month in 1957. An increase in the proportion of families buying the product accounted for the gain. Consumers paid about 10.6 cents for $5\frac{1}{2}$ -6-ounce can of lemon juice, nearly the same as in May 1957 (tables 2 and 6).

Purchases of prune juice in May 1958 were down about 3 percent from May 1957, and season-to-date purchases were moderately below the same period a year earlier. The decline from May 1957 was related to fewer families buying the product, with the average purchase per buying family remaining at about the same level. Purchases were somewhat more frequent than a year earlier but were of a smaller size. On the average, consumers paid 33.7 cents in May 1958 for a quart of prune juice, up 1.1 cents from the preceding May (tables 2 and 7).

Purchases of tomato juice were down 7 percent from May 1957, while season-to-date purchases remained at about the 1956-57 level. Compared with a year earlier, the lower volume reflected fewer families buying, and a smaller average size of purchase. Prices paid for tomato juice in May 1958 averaged 28.7 cents per 46-ounce can, an increase of 2.4 cents over the preceding May (tables 2 and 7).

Household consumers increased their purchases of single-strength juices not individually reported about 22 percent in May 1958 over the previous May. An average of about 2.4 (46-ounce) cans of "other" juice was purchased during the

4-week period by the one-third of the Nation's families that bought these products. There was a gain of more than 3 percentage points in the proportion of families buying, and a moderate increase in the average quantity purchased by these families. Prices paid for "other" juices averaged 31.8 cents a can, 1.2 cents more than in May 1957 (tables 2 and 8).

Household buying of canned grapefruit sections rose 25 percent in May 1958 from the preceding May to the highest level reported since November 1956. However, purchases for the season, October 1957-May 1958, continued to lag behind the corresponding months of a year earlier. The gain over May 1957 was occasioned by a greater proportion of families buying the product, and by more frequent purchases by these families. Householders paid about 19.7 cents for a No. 303 can of grapefruit sections, up 0.9 cent from May 1957 (tables 2 and 4).

Fresh fruit: About 38 percent or 1 million boxes fewer fresh oranges were purchased for home use in 28 days in May 1958 than in a like period the year before. Season-to-date purchases (October 1957-May 1958) were 13 percent or 2.6 million boxes below the volume bought in the corresponding 1956-57 months. About one-third of the Nation's families bought fresh oranges during May, with family purchases averaging 22 oranges. A year earlier, the 40 percent of families buying purchased an average of 26 oranges. Approximately 62 cents was paid for a dozen oranges in May 1958, about 2 cents less than in the preceding month, but nearly 14 cents more than in May 1957 (table 3, fig. 4).

Purchases of California-Arizona oranges were down about 29 percent or 350,000 boxes from May 1957, and season-to-date purchases were down about 15 percent. The 65.6 cents paid for a dozen California-Arizona oranges represented a decline of 12 cents per dozen from April 1958, but an increase of 9 cents over May a year earlier. Buying of Florida oranges fell about one-half million boxes or nearly 50 percent from May 1957, while purchases for the season were about 18 percent below the corresponding 1956-57 level. The average price paid for Florida oranges climbed to 58.1 cents per dozen, 18 cents over May 1957 and the highest recorded in this series (table 3, fig. 5).

Purchases of Texas oranges dropped to a low level, and buying of oranges unidentified as to area of origin was down nearly 40 percent. Prices paid for Texas and unidentified oranges advanced 10 and 13 cents per dozen, respectively, from May 1957.

May 1958 purchases of fresh grapefruit were off 30 percent--450,000 boxes--from May a year earlier. Season-to-date purchases, however, were at about the same level. An estimated 18 percent of the Nation's families bought grapefruit in May, compared with about 22 percent a year earlier. The average monthly purchase per buying family fell about 12 percent. Families bought grapefruit somewhat more frequently than in May 1957, but purchased a smaller quantity each time (table 3, fig. 4).

Purchases of Florida grapefruit, down 46 percent, and unidentified grapefruit, down 33 percent, represented declines of 400,000 and 120,000 boxes, respectively, from May 1957. On the other hand, purchases of California-Arizona and Texas grapefruit were up 22 and 32 percent, respectively. Prices

paid for Florida grapefruit averaged \$1.43 per dozen, 46 cents above the May 1957 price and the highest reported in this series. Householders paid about 92 cents a dozen for California-Arizona grapefruit, 19 cents more than in May 1957.

Household consumer buying of fresh lemons in May 1958 totaled about the same as in May a year earlier--363,000 boxes. About 22 percent of the Nation's families bought an average of 11 lemons during the 28-day period. Prices paid for lemons averaged 44.6 cents per dozen, up 1.3 cents from May 1957 (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, May 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	24.2	30.8	3,915	6,296	2.3	2.2	18.1	24.2	6	22.5	14.0
Grapefruit.....	1/	1.0	1/	70	1/	1.3	1/	13.3	6	1/	14.9
Other concentrates.....	2/	2/	703	528	2/	2/	13.6	13.8	6	19.3	18.1
Total.....	27.6	32.9	4,685	6,894	2.5	2.4	17.1	22.6			
Chilled orange juice.....	4.2	3.5	2,099	1,937	3.3	3.6	37.8	39.3	3/32	40.9	35.2
Concentrated ades:											
Frozen:											
Lemonade.....	8.8	8.5	1,115	1,010	1.4	1.5	23.5	21.0	6	10.8	11.9
Shelf-pack:											
Orangeade.....	1.3	1.0	153	85	1.7	1.4	17.3	16.4	6	17.7	17.1

1/ Too few purchases reported for analysis.
2/ Information not available.
3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, May 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.0	8.1	1,433	898	1.9	1.7	59.8	56.3	46	33.4	32.7
Grapefruit.....	7.4	8.1	815	969	1.5	1.6	61.2	63.5	46	30.4	27.4
Lemon.....	3.1	2.9	68	63	1.2	1.3	15.7	14.7	5 1/2-6	10.6	10.7
Prune.....	7.0	7.4	642	663	2.0	1.9	38.9	40.5	32	33.7	32.6
Tomato.....	17.4	18.1	1,794	1,929	1.6	1.5	55.5	60.4	46	28.7	26.3
All other.....	31.5	28.0	4,146	3,403	2.1	2.1	53.6	51.1	46	31.8	30.6
Total.....	51.4	48.2	8,898	7,925	2.8	2.7	53.4	53.1			
Single-strength orangeade:	3.7	4.2	550	572	1.7	1.6	77.1	75.5	46	27.4	26.6
Grapefruit sections.....	5.7	5.0	303	242	1.4	1.3	34.7	35.3	2/16	19.7	18.8

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.
2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, May 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	21.2	22.8	872	1,221	1.8	1.9	10.1	10.9	65.6	56.2
Florida.....	8.8	14.7	552	1,085	2.1	2.0	11.6	14.3	58.1	39.9
Unidentified.....	6.3	7.9	222	363	1.5	1.5	10.0	11.7	57.3	44.6
Total 1/.....	32.1	39.8	1,686	2,719	2.1	2.2	10.5	12.0	62.0	48.5
Grapefruit:										
California-Arizona.....	4.8	2.8	258	211	1.6	1.6	5.5	6.7	92.0	73.1
Florida.....	9.4	13.9	490	900	2.0	2.0	3.6	4.8	142.8	96.9
Unidentified.....	5.9	7.3	234	351	1.5	1.5	4.0	4.8	122.4	90.3
Total 1/.....	18.4	22.4	1,085	1,540	2.1	2.0	4.3	5.1	116.6	90.1
Lemons.....	21.7	21.9	363	359	1.6	1.6	7.0	7.1	44.6	43.3

1/ Includes purchases of Texas fruit.

2/ Too few purchases reported for analysis.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0	278	238	19.8	18.6
May.....	2/	1.0	2/	70	2/	14.9	5.7	5.0	303	242	19.7	18.8
June.....		1.0	2/	92		14.7		4.6		248		18.6
October-June 3/.....				751						2,638		
July.....		2/		2/		2/		5.3		296		18.7
August.....		2/		2/		2/		5.4		301		19.1
September.....		2/		2/		2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....	703	528	19.3	18.1	27.6	32.9	4,685	6,894
June.....		581		17.9		32.9		6,511
October-June 3/.....		4,614						56,493
July.....		636		18.1		32.4		6,177
August.....		567		18.2		31.6		5,824
September.....		502		18.3		31.1		5,892
Season 3/.....		6,667		18.1				75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5 1/2-ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March 2/.....			13,153	9,968					304	292		
April.....	4.4	3.6	2,147	1,858	39.6	35.6	2.6	2.3	55	48	10.4	10.9
May.....	4.2	3.5	2,099	1,937	40.9	35.2	3.1	2.9	68	63	10.6	10.7
June.....		3.7		1,933		34.9		4.5		105		11.0
October-June 2/.....				16,185						521		
July.....		3.3		1,674		35.0		4.5		108		10.4
August.....		3.1		1,574		35.1		3.4		87		10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season 2/.....				21,347		35.5				787		11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of		Purchases		Average price		Percentage of		Purchases		Average price	
	all families				per 32-ounce		all families				per 46-ounce	
	buying				bottle		buying				can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	666	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6
May.....	7.0	7.4	642	663	33.7	32.6	17.4	18.1	1,794	1,929	28.7	26.3
June.....		7.2		629		32.8		17.3		1,761		26.8
October-June 2/.....				6,506						17,506		
July.....		7.2		623		33.0		16.1		1,729		26.8
August.....		7.0		595		32.8		16.1		1,654		26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of		Purchases		Average price		Percentage of		Purchases		Average price	
	all families				per 46-ounce		all families				per No. 2	
	buying				can		buying				can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5
May.....	31.5	28.0	4,146	3,403	31.8	30.6	51.4	48.2	8,898	7,925	13.9	13.5
June.....		28.8		3,351		30.6		49.1		7,805		13.5
October-June 3/.....				30,075						72,002		
July.....		28.2		3,417		31.1		47.8		7,877		13.6
August.....		27.7		3,316		31.1		47.6		7,569		13.6
September.....		26.0		2,912		31.7		45.9		7,143		13.6
Season 3/.....				40,406		30.9				96,254		

1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

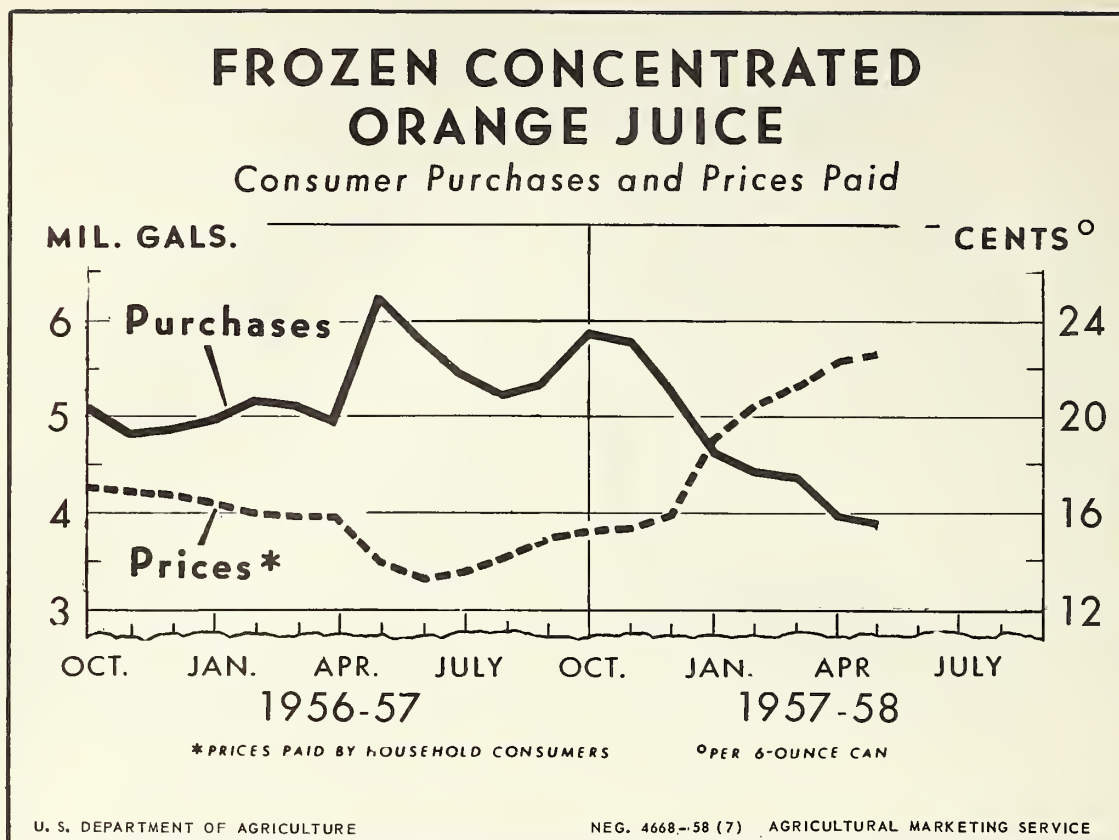


Figure 1

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....	24.2	30.8	3,915	6,296	22.5	14.0
June.....		30.3		5,838		13.3
October-June 1/.....				50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

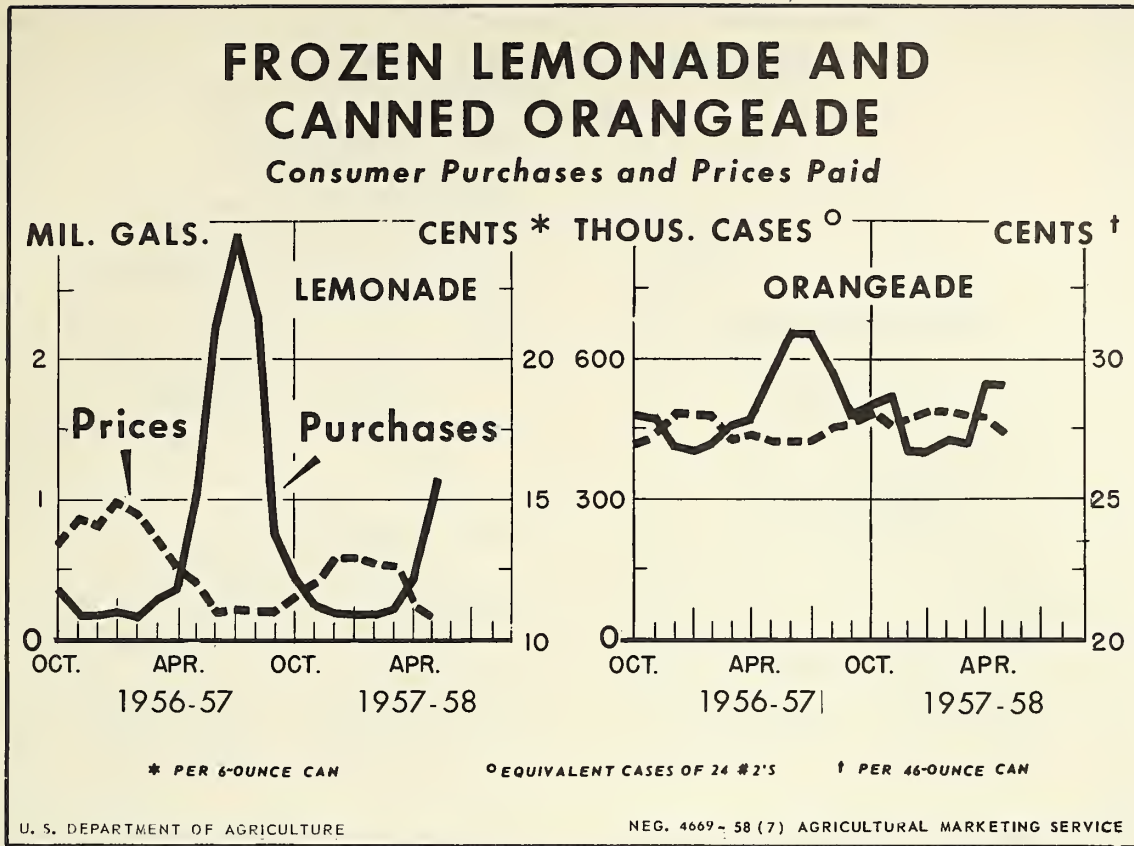


Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying	:	1957-58	1956-57	1957-58	1956-57	families buying	:	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,382					2,867	2,781		
April.....	4.7	3.5	434	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....	8.8	8.5	1,115	1,010	10.8	11.9	3.7	4.2	550	572	27.4	26.8
June.....		17.0		2,231		11.0		4.8		652		26.8
October-June 2/.....				5,397						4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

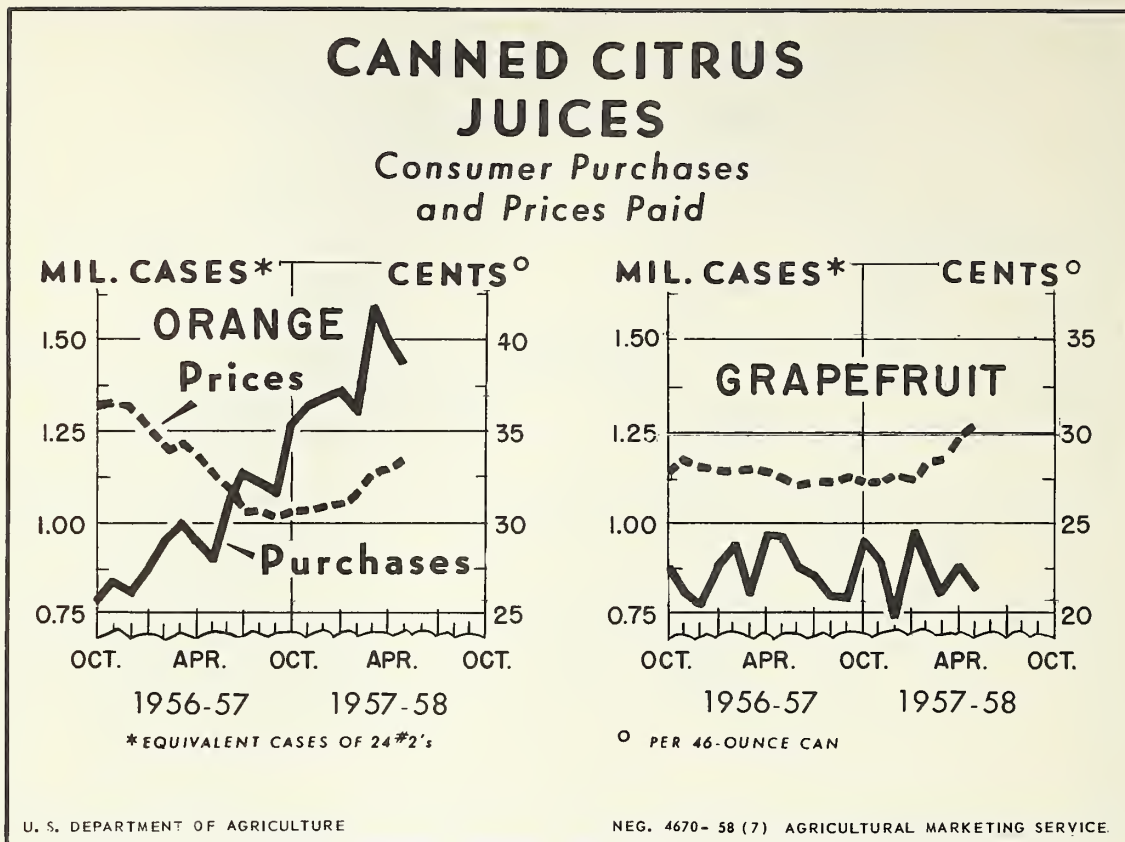


Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		1956-57	1957-58	per 46 oz. can		families buying		1957-58	1956-57	per 46 oz. can	
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,948	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....	11.0	8.1	1,433	898	33.4	32.7	7.4	8.1	815	969	30.4	27.4
June.....		9.0		1,071		31.9		7.5		888		27.1
October-June 2/.....				8,849						8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

1/ Equivalent cases 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

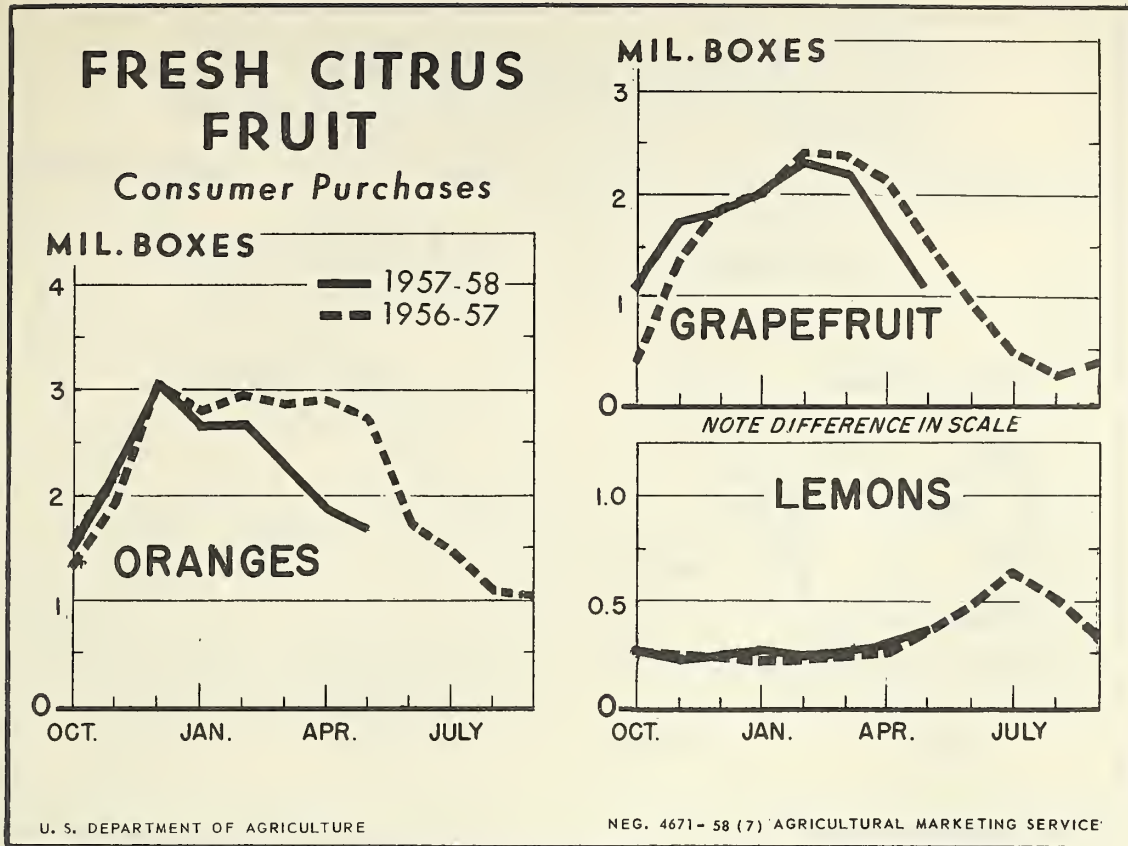


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	38.3	40.0	1,725	1,359	85.3	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,339	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,503		
April.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
May.....	1,686	2,719	62.0	48.5	1,085	1,540	116.6	90.1	363	359	44.6	43.3
June.....		1,676		47.7		830		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		28,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

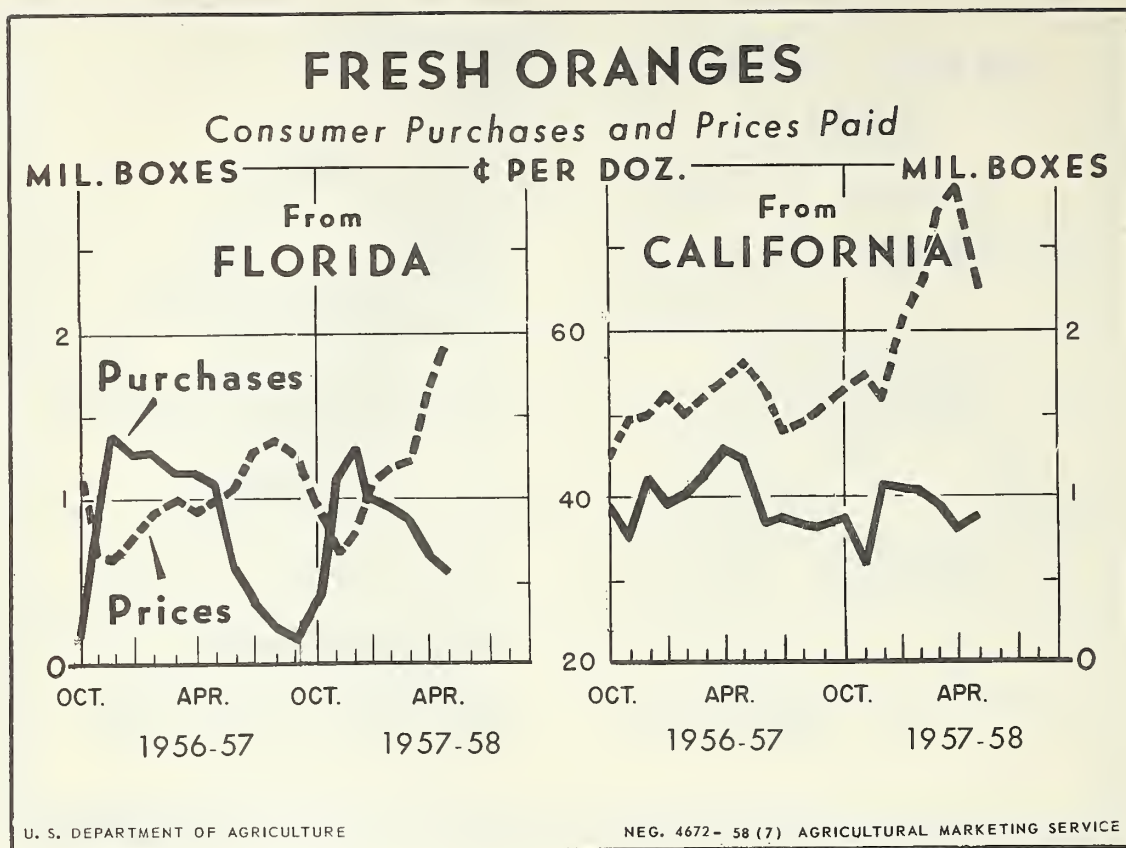


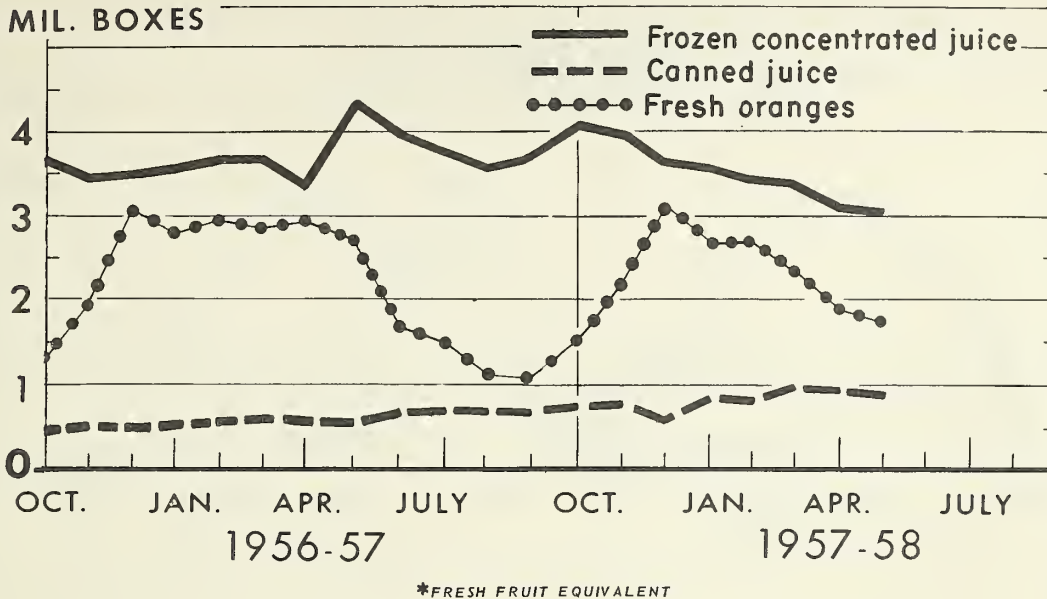
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	583	746	54.4	43.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	970	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....	552	1,035	58.1	39.9	872	1,221	65.6	56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800				10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		43.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,152	1,961	3,981	3,440	750	494	6,923	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May.....	1,686	2,719	3,030	4,281	893	541	5,609	7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

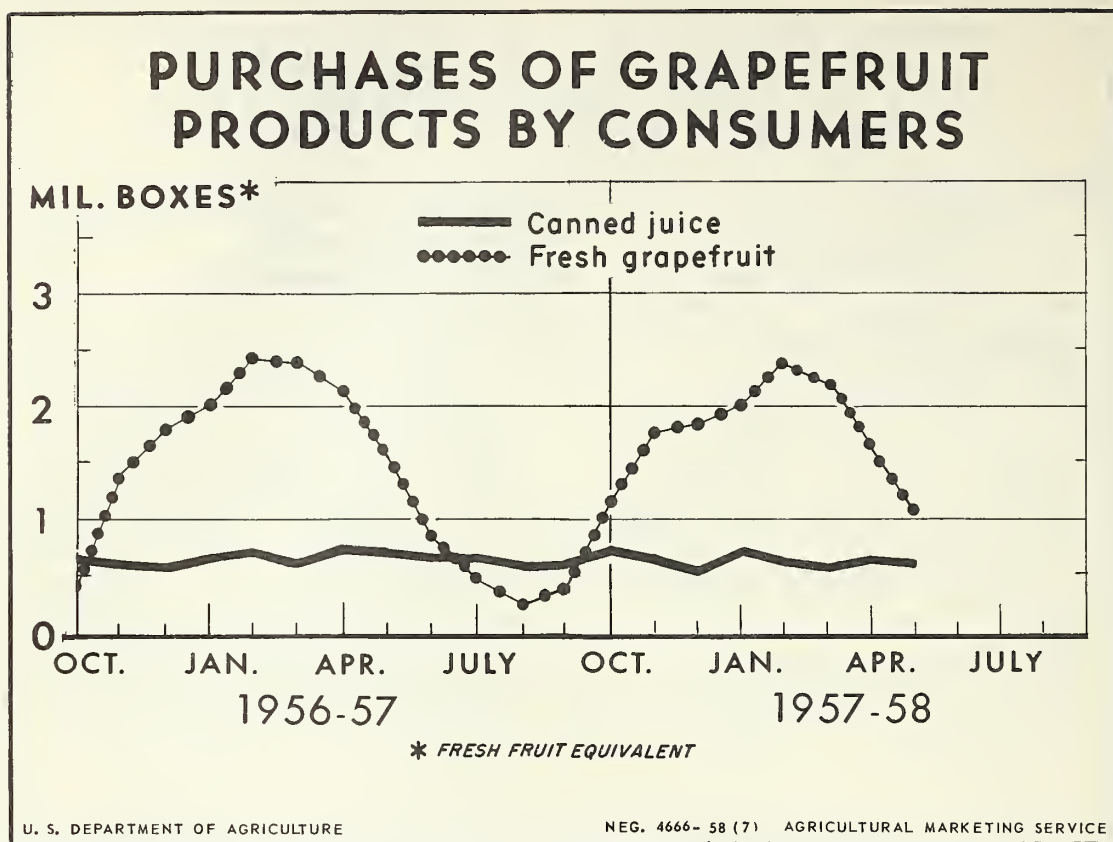


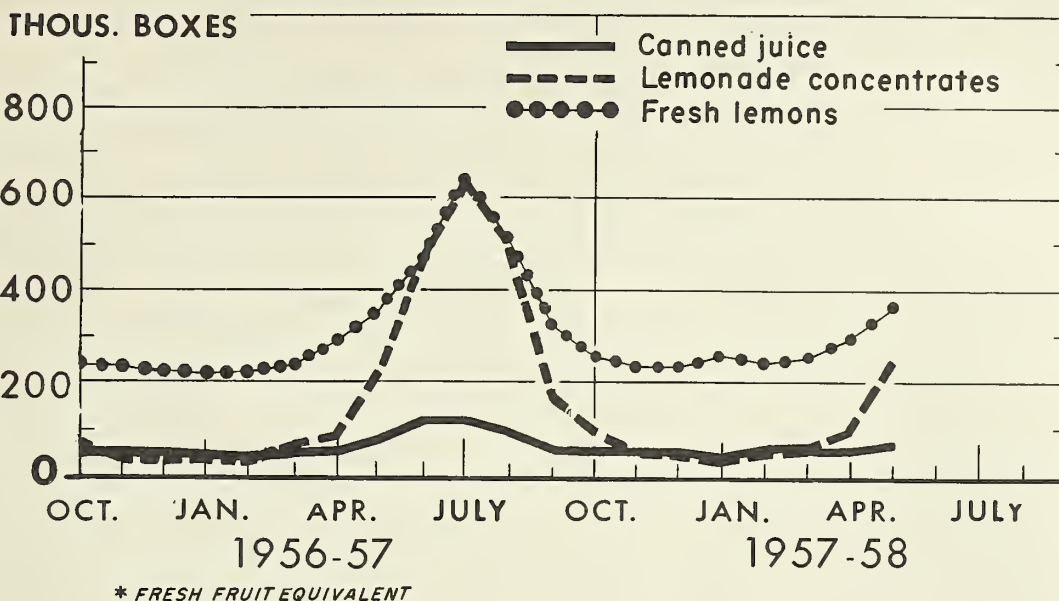
Figure 7

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,766	1,359	667	620	2,383	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....	2,193	2,389	596	603	2,789	2,997
October-March 1/.....	12,266	11,492	4,209	4,839	16,475	16,331
April.....	1,638	2,131	657	735	2,295	2,866
May.....	1,085	1,540	610	729	1,695	2,269
June.....		880		668		1,546
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667- 58 (7) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	240	55	53	88	74	89	75	403	376
November.....	235	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
May.....	363	359	73	70	235	213	239	216	675	645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,138		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		407		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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